RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

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July 26, 1996

RJR Account #«SIS»
«NAME»
«ACCOUNT»

SEPTEMBER DORAL B2G1F / PROMOTION #601270

Dear «GREETING»:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as **«SKUS»** skus of B2G1F sleeves (Item #512141) pack your September *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor	12300-23573	**«STYLE1»**	12300-16612	**«STYLE2»**
Full Flavor 100	12300-23572	**«STYLE1»**	12300-15312	**«STYLE2»**
Light	12300-23570	**«STYLE1»**	12300-15112	**«STYLE2»**
Light 100	12300-23571	**«STYLE1»**	12300-15212	**«STYLE2»**

«PO»

Product / Premium Arrival:	**August «SHIPDATE», 1996**
Ship Date to Retail:	**Week of: September 2, 1996**
SKU CUBE :	**1.1840**
SKU WT (w/o Product):	**3.0000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Savings Cartons**
EFT $ Amount:	**$«EFT»**
Non-EFT $ Amount:	**$«NONEFT»**

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B2G1F
«ACCOUNT»

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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